

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  
Alexis S.R. Ashley § Confirmation No. 2467

Serial No.: 10/565,667 § Group Art Unit: 2421

Filed: January 23, 2006 § Examiner: Robert J. Hance

For: CONTENT IDENTIFICATION  
FOR BROADCAST MEDIA §

**RESPONSE TO OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed November 14, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.